

Message Text

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INFO OCT-01 AF-06 ISO-00 EB-07 /014 R

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APPROVED BY EB/OCA/CM/BEBYRON

COMM/BIC/OIM/ES/AF/SKMILLER

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STATE/AF/E/RILLING

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R 222224Z AUG 75

FM SECSTATE WASHDC

TO AMEMBASSY KHARTOUM

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E.O. 11652: N/A

TAGS: BEXP, SU

SUBJECT: MARKET RESEARCH FOR BUSINESS EQUIPMENT CATALOG
SHOW

REFERENCES: 1) KHARTOUM 1870; 2) KHARTOUM A-26; 3) STATE
172052; 4) STATE A-5245; 5) STATE A-6858

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1. SUBJECT CATALOG SHOW IS PROPOSED FOR EXTENDED FY 76
PROGRAM. SHOW WOULD BE IN ADDITION TO 12-MONTH FY 76
PROGRAM ALREADY APPROVED BY POST (REF. 3). WE ARE NO
LONGER CONSIDERING A TRADE MISSION ON THIS SAME THEME
(REF. 3) IN THE EXTENDED PROGRAM YEAR.

2. WE REAFFIRM OUR REQUEST FOR POST RESEARCH ON THE BUSI-
NESS EQUIPMENT MARKET. IN FOCUSING ON COMPUTER-RELATED
BUSINESS EQUIPMENT REFERENCE WAS MADE TO PAGE 8 OF
KHARTOUM'S ECONOMIC TRENDS REPORT WHICH INCLUDES "OFFICE
AND ELECTRONIC DATA PROCESSING EQUIPMENT" AMONG PROMISING
SUDANESE MARKETS. (REF. 3) THIS REFERENCE IS REGARDED AS
PERTINENT TO OUR REQUEST FOR RESEARCH AS A BEST PROSPECTS
LIST IS NOT AVAILABLE FOR SUDAN (REF. 5). ESSENTIALLY,
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OUR REQUEST IS BASED ON A NEED TO KNOW ABOUT A TARGET

INDUSTRY ON WHICH WE HAVE MINIMAL INFORMATION.

3. AS THE EXISTENCE OF A FAVORABLE MARKET FOR BUSINESS EQUIPMENT IS NOT MEANT TO BE IMPLICIT IN OUR REQUEST FOR

POST RESEARCH, WE ARE UNABLE TO VERIFY, AS POST REQUESTED (REF. 1), THAT EVENT WILL TAKE PLACE IN FY 76. WITH POST CONCURRENCE AND POSITIVE FINDINGS OF POST RESEARCH, WE ARE OPTIMISTIC THAT THIS EVENT COULD BE INCLUDED IN THE REVISED FY 76 PROGRAM. A NEGATIVE REPORT FROM THE EMBASSY ON THE MARKET OUTLOOK WOULD OF COURSE CAUSE EVENT TO BE DROPPED FROM CONSIDERATION.

ACTION REQUESTED

4. REPORT OF FINDINGS NEED NOT BE EXTENSIVE. A TWO TO FOUR PAGE AIRGRAM SUMMARIZING INTERVIEWS WITH ABOUT FIVE END USERS, COMPETITIVE FACTORS, TRADE DATA AND A BRIEF REVIEW OF MARKET POTENTIAL WOULD BE SUFFICIENT. A GENERAL ADHERENCE TO GUIDELINES SUBMITTED AS ENCLOSURE TO REF. 4 IS RECOMMENDED SO THAT SUDANESE MARKET INFORMATION CAN BE PRESENTED IN FORM COMPATIBLE WITH OTHER COMMERCE RESEARCH EFFORTS FOR DISTRIBUTION TO U.S. BUSINESS. ROBINSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STATE200635
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/ES/AF/MLMANLEY/BKY
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750292-0858
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750825/aaaaavwo.tel
Line Count: 84
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 KHARTOUM 1870, 75 KHARTOUM A-26
Review Action: RELEASED, APPROVED
Review Authority: ellisoob
Review Comment: n/a
Review Content Flags:
Review Date: 30 JAN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30 JAN 2003 by ReddocGW>; APPROVED <21 JAN 2004 by ellisoob>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MARKET RESEARCH FOR BUSINESS EQUIPMENT CATALOG SHOW
TAGS: BEXP, SU
To: KHARTOUM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006